



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 16, 2005

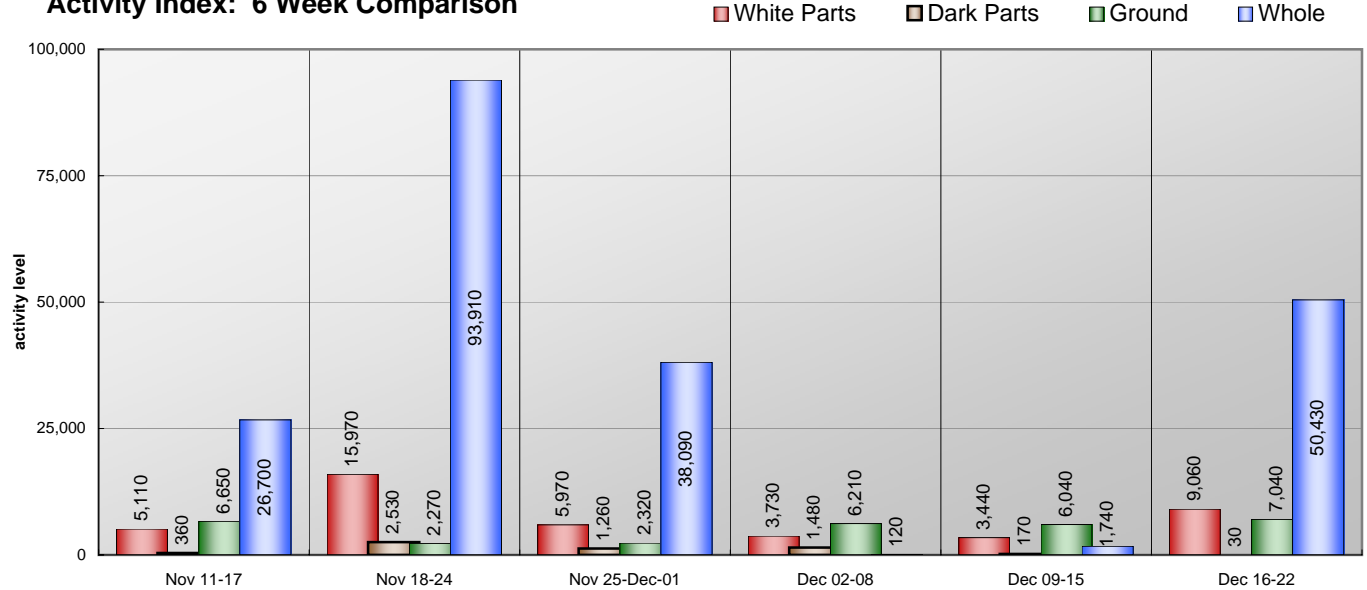
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/16 thru 12/22.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	89.1% of 16,700 outlets		39.4% of 16,700 outlets	
Special Rate 4/	10.0%		6.2%	
Activity Index 2/	66,560		11,390	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	11,510	1.20	70	1.29
" - Toms	11,430	1.20	70	1.29
Frozen - Hens	13,730	0.91	800	0.98
" - Toms	13,760	0.91	800	0.98
PARTS:				
Breast:				
Bone-in, whole				
Fresh	2,270	2.25		
Frozen	4,310	1.44	840	1.58
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	60	2.07	220	1.99
Rotisserie	1,170	5.62	600	7.99
Boneless, whole				
	160	3.76		
Cutlets	450	3.92	1,010	4.00
Strips	250	3.99	270	3.82
Tenders	390	3.99	500	3.76
Drumsticks				
Thighs			20	1.19
Wings			10	1.68
Necks			20	1.19
Smoked Drumsticks				
	30	1.39	10	2.29
Smoked Wings				
			110	1.65
Smoked Necks				
GROUND TURKEY:				
	7,040	2.70	6,040	2.58
Patties	1,150	2.51	700	2.53
Sausage	1,160	2.52	1,320	2.46
85% lean	700	1.68	450	1.97
93% lean	2,510	2.39	2,640	2.30
Breast	1,520	3.98	930	3.88

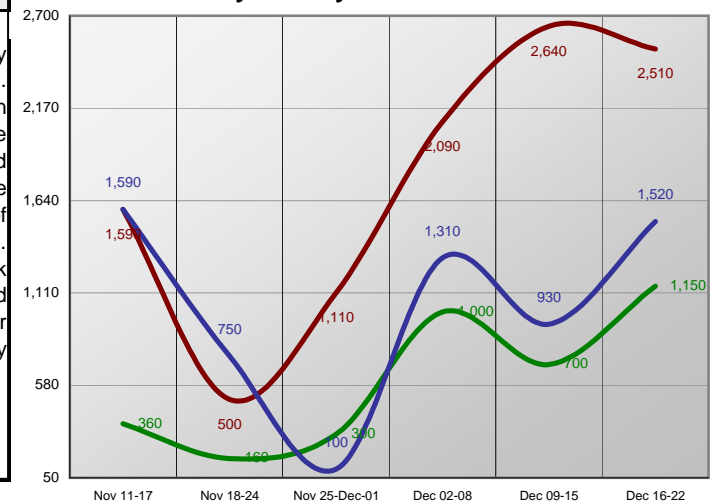
Activity Index: 6 Week Comparison



Turkey Featuring - 12/16 thru 12/22

Featuring of turkey items, particularly whole birds, is up significantly this week as the ad cycle nears the approaching holiday period. While retailers are promoting fewer selections of whole birds than the week leading up to Thanksgiving, average advertised price levels are up with fresh birds averaging 5-6 cents more per pound and frozen 19-20 cents more per pound compared to the Thanksgiving period. Breast featuring is about half of the rate of the pre-Thanksgiving week with price levels virtually unchanged. Deli breast item features are up sharply as retailers provide quick meal solutions to consumers on hectic holiday schedules. Ground turkey feature activity is also up this week on mostly higher average prices as ground turkey items are used for many holiday entertaining dishes.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	93.4% of 8,200 sampled outlets 9.1% of stores w/ no-price promotions Activity Index = 33,650			81.4% of 4,900 sampled outlets 10.6% of stores w/ no-price promotions Activity Index = 16,380			89.2% of 3,600 sampled outlets 11.2% of stores w/ no-price promotions Activity Index = 16,530		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.59	4,700 1.20		0.89 - 1.49	2,410 1.23		0.89 - 1.48	4,400 1.19	
" - Toms	0.89 - 1.59	4,720 1.20		0.89 - 1.49	2,470 1.23		0.89 - 1.48	4,240 1.19	
Frozen - Hens	0.49 - 1.29	8,290 0.92		0.59 - 1.19	3,890 0.89		0.69 - 1.39	1,550 0.90	
" - Toms	0.49 - 1.29	8,300 0.92		0.59 - 1.19	3,910 0.89		0.69 - 1.39	1,550 0.90	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 2.79	1,390 2.26		1.99 - 2.59	840 2.26		1.99	40 1.99	
Frozen	0.87 - 1.79	1,490 1.48		0.87 - 1.79	1,200 1.43		1.29 - 1.69	1,620 1.41	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	50 1.99		2.48	10 2.48				
Rotisserie	4.99	680 4.99		4.99 - 8.99	410 6.04		8.79	80 8.79	
Boneless, whole	3.49 - 3.99	160 3.76							
Cutlets	3.49	60 3.49		3.99	140 3.99		3.99	250 3.99	
Strips							3.99	250 3.99	
Tenders				3.99	140 3.99		3.99	250 3.99	
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.39	30 1.39							
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.89	650 2.29		2.49	20 2.49		2.40 - 3.00	480 2.80	
Sausage	2.33 - 2.59	830 2.44		2.40 - 2.87	330 2.73				
85% lean	1.69	300 1.69		1.41 - 1.69	80 1.60		1.69	320 1.69	
93% lean	1.99 - 2.49	1,280 2.23		2.00 - 3.50	370 2.90		2.40	860 2.40	
Breast	3.88 - 3.99	720 3.97		3.99	160 3.99		3.99	640 3.99	

Note: See page 1 for explanatory notes.